



WKMG

ORDER

Print Date 10/30/12

Page 1 of 2

Flight Dates 11/01/12-11/05/12

Order Sep 00:15:00

Contract / Revision 263332 /

Original Date / Revision
10/30/12 10/30/12

Advertiser POL/Florida Enterprise Four

Agency John McLaughlin & Associa

Buying Contact

919 Prince Street
Alexandria, VA 22314

Product

Agency Com 15%

Billing Contact

919 Prince Street
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 27800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	14	\$23,630.00	\$27,800.00	0.00	10/29/12	11/05/12	14	\$23,630.00	\$27,800.00
Totals	14	\$23,630.00	\$27,800.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p CM		12-1230p	---TF--	:30	3	\$1,500.00	P-3	0.00 NM	3	\$4,500.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					3	\$1,500.00		0.00		
N 2	WKMG	11/05/12	11/05/12	News at 6p CM		6-630p	M-----	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00		
N 3	WKMG	11/01/12	11/02/12	News at 6p CM		6-630p	---TF--	:30	3	\$1,400.00	P-3	0.00 NM	3	\$4,200.00
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					3	\$1,400.00		0.00		
N 4	WKMG	11/05/12	11/05/12	M-F 11p News CM		11-1135p	M-----	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
				M-F 11p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 4	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1		\$3,000.00		0.00					
N 5	WKMG	11/01/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	3	\$3,000.00	P-3	0.00	NM	3	\$9,000.00
N 6	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
N 7	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
N 8	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Totals														14	\$27,800.00